

# CITY OF DETROIT FISCAL 2001/02 BUDGET

## AGENCY 15 COMMUNICATIONS AND CREATIVE SERVICES

### MISSION

The Communications and Creative Services Department's (CCSD) mission is to ensure a positive City image by coordination and implementation of effective communications with the City's customers -- its citizens, businesses, City employees and visitors.

### DESCRIPTION

The Communications and Creative Services Department (CCSD) is charged with publication of City of Detroit services, programs, departments and projects to citizens, businesses, visitors, the media and City employees. It accomplishes this by providing writing, designs, photography, and copying services to City departments, and thereby publicizing City programs via the media and other outside sources. The department also plays an important role in the planning and implementation of major projects, such as Clean Sweep, Angels Night and Media Day. In addition, the department serves elected officials -- the Mayor's Office and the offices of the City Clerk and City Council -- through preparation of ceremonial documents such as proclamations and testimonial resolutions. CCSD also prepares photo identification cards and retirement certificates for City employees.

### GOALS

1. Increase the dissemination of public safety messages to reinforce to the City's customers that Detroit is a safe place.
2. Provide improved access to information (printed and oral) regarding City services and activities and establish a better relationship with City customers.
3. Establish the Communications and Creative Services Department as the primary communication resource for City government.
4. Routinely disseminate "quality of life" messages to targeted business audiences to enhance business retention and attractions.
5. Maximize resources by securing funding from external sources.

### DEPARTMENTAL FINANCIAL INFORMATION

	GENERAL	
	<u>FUND</u>	<u>TOTAL</u>
EXPENDITURES	\$2,457,317	\$2,457,317
REVENUES	<u>0</u>	<u>0</u>
NET TAX COST	\$2,457,317	\$2,457,317
POSITIONS	21	21